

PROMOTIONAL CALENDAR AND METHOD

Cross Reference to Related Applications

This application claims the benefit of provisional application serial number 60/142,754, filed on July 8, 1999.

Background of the Invention

This invention concerns business promotion and advertising. Businesses and other enterprises have long used the promotional technique of giving away to customers or other items used everyday which bear the enterprise name and other advertising text.

A prime example of such items are calendars having advertising copy printed on a panel above the monthly calendar pages which are turned or torn off at the beginning of each month.

Since the recipients look at the calendar each day, they are constantly exposed to the enterprise name and advertising copy.

The proven effectiveness of this technique is attested by its long standing practice.

It is the object of the present invention to improve on this technique and the calendar format used to practice this promotional method.

Summary of the Invention

The above object and others which will be appreciated by a reading of the following specification and claims is achieved by the distribution of a personalized daily calendar, preferably a perpetual calendar, in which each calendar page is prominently imprinted

1 with the name of the recipient, and the name of the enterprise to be promoted. An informational
2 message which may be related to the enterprise may also be printed on each page.

3 The prominent appearance of the recipients name on every page attracts the
4 attention of the recipient and creates a favorable association with the enterprise identifier also
5 appearing on that page, which favorable effect is reinforced daily. The recipient is constantly
6 impressed with the value set on the relationship by the enterprise.

7 The secondary message, which changes on successive pages, offers a chance to
8 inform the recipient of the enterprise and its capabilities. Where a neutral secondary message is
9 utilized, this changing message will attract the interest of the recipient every day.

10 11 Description of the Drawings

12 Figure 1 is a perspective view of a perpetual daily calendar, showing the format of
13 the first page.

14 Figure 2 is a perspective view of the calendar shown in Figure 1, turned to the
15 page of the next day.

16 Figure 3 is a perspective view of the calendar shown in Figures 1 and 2, turned to
17 the page of a later date illustrating another use of a secondary message.

18 19 Detailed Description

20 In the following detailed description, certain specific terminology will be
21 employed for the sake of clarity and a particular embodiment described in accordance with the
22 requirements of 35 USC 112, but it is to be understood that the same is not intended to be

1 limiting and should not be so construed inasmuch as the invention is capable of taking many
2 forms and variations within the scope of the appended claims.

3 Referring to Figure 1, a daily calendar 10 is shown, of a type in which each day of
4 the year is imprinted on a separate respective page 12, the pages 12 held together as by a wire
5 ring binding 14. This allows each page 12 to be turned, allowing display of the next day page
6 12B (Figure 2). The calendar 10 may be of the "perpetual" type, i.e., the day of the week and
7 holiday notations being omitted to allow multi year use, although this is optional.

8 Each page 12 has a prominent imprint 16 of the name of an intended recipient,
9 preferably in a central location and in large type just below the date 20 to be conspicuously
10 displayed on each page.

11 This personalizes the calendar to the recipient. Each page also bears a
12 prominently displayed imprint 18 of the name and/or logo of the enterprise, here Focus Hope, a
13 non profit enterprise operated in Detroit, Michigan.

14 A text message 22 may also be printed on each page, which may be specific to the
15 enterprise, in the example shown concerning the founding of Focus Hope, and are different on
16 each page 12B (22C, Figure 2).

17 Alternatively, the message 22C (Figure 3) may be of unrelated content, but
18 attracting the interest of the user.

19 The personalizing of each page with the imprint of the recipient's name 16 creates
20 an interest and a favorable association with an enterprise whose identifier 18 is likewise
21 prominently imprinted on each page 12.

22 The secondary message 22 creates interest and opportunity to inform the recipient

1 each day.

2 A regular calendar, i.e., non perpetual, may alternatively be used.